

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 20, 1998

RJR Account #044880
Mr. P. Martin
A. D. BEDELL

SALEM TEAR TAPE PROMOTION #800438: MAY (#805)

Dear Page:

SALEM .30¢ Tear Tape product has been ordered in reference to the above promotion. Ship number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. No Displays are required, as retailers will utilize Displays they received with the April Salem Tear Tape distribution. This product is being shipped to you @ \$3.00/carton off-invoice.

RJR will reimburse you \$4.75 per 6M promoted case shipped to retail on a timely basis. This equates to **\$19.00 (4 (6M) case(s) @ \$4.75)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION

'SAL 98 .30/1 PK'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: K. Jurgensen
Enc. Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SAL-MAY.DOC

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MAY DELIVERY
SALEM TEAR TAPE
A. D. BEDELL

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	<i>Full Flavor</i>	<u>1</u>
12300-24195	<i>Full Flavor 100</i>	<u>1</u>
12300-24196	<i>Light</i>	<u>1</u>
12300-24197	<i>Light 100</i>	<u>1</u>

*****UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM APRIL PRODUCT
DISTRIBUTION TO MEET MAY DISTRIBUTION AS NEEDED*****

Product / Premium Arrival: April 27, 1998
Ship Date to Retail: Week of: May 11, 1998
EFT \$ Amount: \$1,240.68

May Drive Period 805 / Promotion #800438

PROMOTION DESCRIPTION:

**SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER
AS INDICATED ON THE ATTACHED CUSTOMER LIST.**

**RETAILER WILL PLACE IN SALEM 40-PACK DISPLAY
WHICH WAS SHIPPED WITH APRIL PRODUCT DISTRIBUTION**

MAY DELIVERY

51845 6247

WHOLESALE : 044880 A. D. BEDELL CO. <DIRECT>
 TEMPLATE : 800438 80500 SAL 98 .30/1 NO
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162605		712144	SMOKE N GUN	22 MAIN ST	ADDISON	NY	14801					1		960393
162605	162624	763728	WEST'S FOODMART	ROUTE 20A	HONEOYE	NY	14471	1				2		
162606	162628	398393	URBAN TOWNE NEWS	25 N MAIN ST	JAMESTOWN	NY	14701			2		3		
162607		182888	HURLERS GROCERY	603 E MAIN ST	WESTFIELD	PA	16950	1	1	1	1	4		BRU
162607	162228	335894	AUSTINBURY CTRY STO	RR 2 BOX 310	KNOXVILLE	PA	16928	3	3	3	3	12		BRU
162607	162628	357342	THE HUB	501 W MAIN ST	SMETHPORT	PA	16749	2	2	2	2	8		
162607	162228	382720	STATE LINE ONE STOP	RTE. 449 MAIN ST.	GENESEE	PA	16923	2	2	2	2	8		BRU
162607	162628	399179	TOWN&COUNTRY STORE	19 MAIN ST	SUGAR GROVE	PA	16350	2	1	8		11		915298
162607		543714	LANES CITGO	306 S. MAIN STREE	SHEFFIELD	PA	16347	1	1		1	3		917609
162607		566942	SMITTY'S COASTAL	ROUTE 6, BOX 6	GAINES	PA	16921	1	1	1	1	4		941856
162607	162627	705264	BP SHOP	CENTER & NORTH ST	ST MARYS	PA	15857	1	1	1	1	4		948513
162607	162628	714927	CARTERS CONVENIENCE	304 PENN AVENUE E	WARREN	PA	16365	3	3	3	3	12		
162607	162228	728526	REEDS MARKET	647 MAIN STREET	GENESEE	PA	16923	1	1	1	1	4		BRU
162607	162628	764541	STEVES UNITED NEWS	330 PENN AVENUE	WARREN	PA	16365			1		1		
173001	173022	399049	THOMAS MKT	100 S MAIN ST	UNION CITY	PA	16438	2	1	1	1	5		
173001	173022	572289	OTTO'S KEYSTONE	P.O. BOX 90	PLEASANTVIL	PA	16341	2	1	1	1	5		939827
173001	173022	626433	TITUSVILLE NEWS	401 W. CENTRAL AV	TITUSVILLE	PA	16354	3		4	1	8		

PAGE BREAK TOTAL ACCOUNTS 17 TOTAL QUANTITY 25 19 31 21 96

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